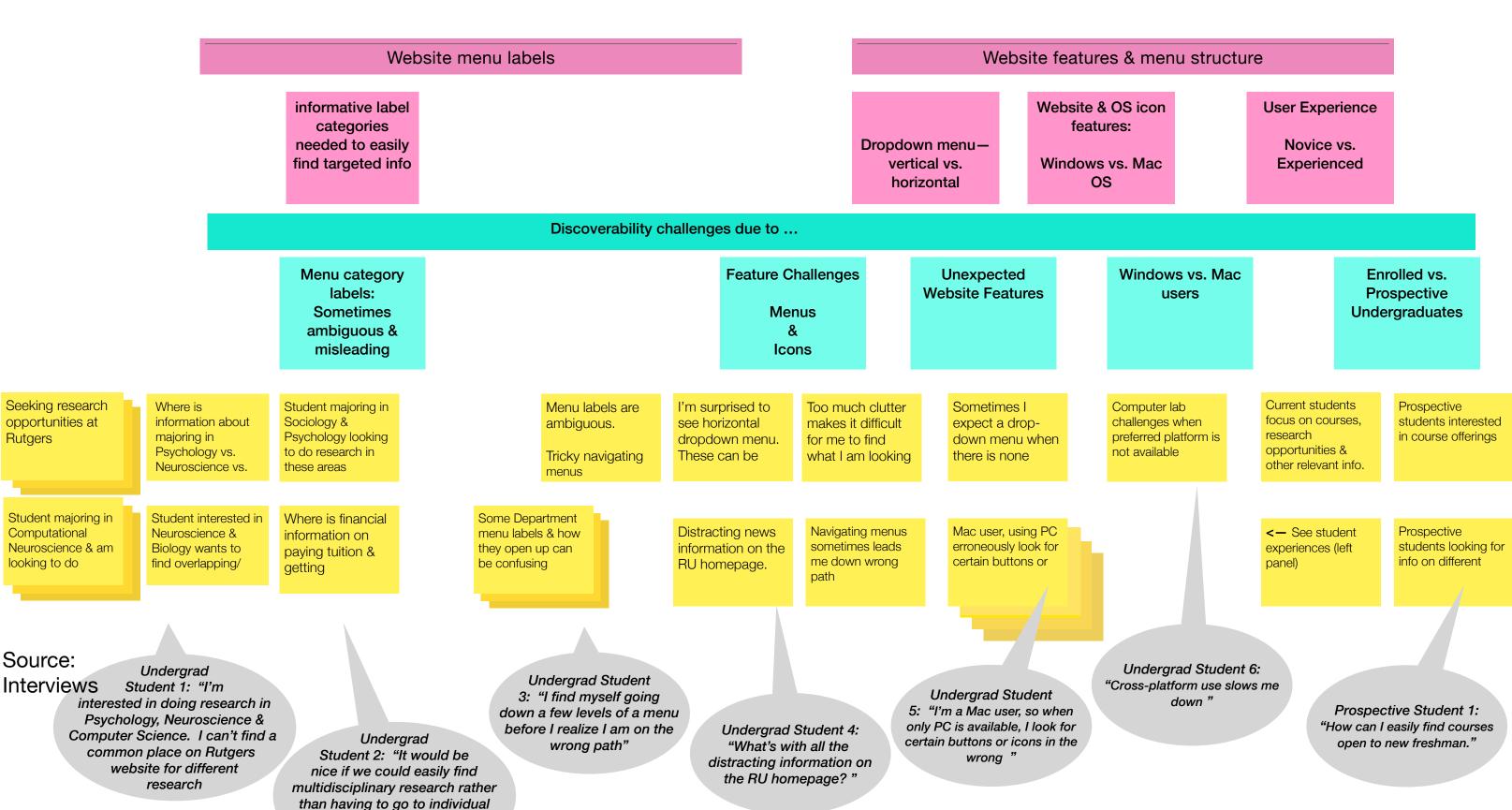# Project: Improving findability on Rutgers website— features & categories

Category Map

Hierarchy of RU website challenges & student user needs. Developed from interviews, Card Sort & Tree Testing

Website menu labels

Website features & menu structure

informative label categories needed to easily find targeted info

Dropdown menu— vertical vs. horizontal

Website & OS icon features:

Windows vs. Mac OS

User Experience

Novice vs. Experienced

Discoverability challenges due to …

Menu category labels: Sometimes ambiguous & misleading

Feature Challenges

Menus & Icons

Unexpected Website Features

Windows vs. Mac users

Enrolled vs. Prospective Undergraduates

Seeking research opportunities at Rutgers

Where is information about majoring in Psychology vs. Neuroscience vs.

Student majoring in Sociology & Psychology looking to do research in these areas

Menu labels are ambiguous.

Tricky navigating menus

I'm surprised to see horizontal dropdown menu. These can be

Too much clutter makes it difficult for me to find what I am looking

Sometimes I expect a drop-down menu when there is none

Computer lab challenges when preferred platform is not available

Current students focus on courses, research opportunities & other relevant info.

Prospective students interested in course offerings

Student majoring in Computational Neuroscience & am looking to do

Student interested in Neuroscience & Biology wants to find overlapping/

Where is financial information on paying tuition & getting

Some Department menu labels & how they open up can be confusing

Distracting news information on the RU homepage.

Navigating menus sometimes leads me down wrong path

Mac user, using PC erroneously look for certain buttons or

<— See student experiences (left panel)

Prospective students looking for info on different

Source: Interviews

Undergrad Student 1: "I'm interested in doing research in Psychology, Neuroscience & Computer Science. I can't find a common place on Rutgers website for different research

Undergrad Student 2: "It would be nice if we could easily find multidisciplinary research rather than having to go to individual departments to see their research & figure out on our own

Undergrad Student 3: "I find myself going down a few levels of a menu before I realize I am on the wrong path"

Undergrad Student 4: "What's with all the distracting information on the RU homepage? "

Undergrad Student 5: "I'm a Mac user, so when only PC is available, I look for certain buttons or icons in the wrong "

Undergrad Student 6: "Cross-platform use slows me down "

Prospective Student 1: "How can I easily find courses open to new freshman."